Strategic Marketing Communications New Ways to Build and Integrate Communications, Paul Smith, Paul Russell Smith, Chris Berry, Alan Pulford, 1999, Business & Economics, 300 pages. Following the CIM Advanced level syllabus in Marketing Communications, this text covers key areas of the process and includes pro-forma documents for topics such as SWOT.

Marketing Communications, Ludi Koekemoer, 2004, Business & Economics, 578 pages. Six marketing communication tools—advertising, personal selling, sales promotion, direct marketing, public relations, and sponsorship—are reviewed in this text for South.

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Advertising and Promotion An Integrated Marketing Communications Perspective, George Belch, George Eugene Belch, Michael A. Belch, Gayle Kerr, Irene Powell, 2008, Advertising, 642 pages. Shortlisted for the 2009 Australian Educational Publishing Awards. The whole is greater than the sum of the parts: this is the most basic premise of integrated marketing.


Principles of Marketing, Philip Kotler, Gary Armstrong, 2010, Marketing, 637 pages. 'Principles of Marketing' is organized around a customer-value and customer-relationship framework. Among the learning aids in the book are: concept previews; marketing stories.

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